



AGENDA

CITY OF FALLON

CONVENTION AND TOURISM AUTHORITY

MEETING

55 West Williams Avenue Fallon, NV
November 03, 2026 at 3:00 PM

The City of Fallon – Convention and Tourism Authority will meet in a special meeting on November 3, 2026 at 3:00 p.m. in the City Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Items on the agenda may be taken out of order. The Convention and Tourism Authority may combine two or more agenda items for consideration. The Convention and Tourism Authority may remove an item from the agenda or delay discussion relating to an item on the agenda at any time. Unless otherwise allowed by the Convention and Tourism Authority, public comments by an individual will be limited to three minutes.

1. Pledge of Allegiance to the Flag

2. Certification of Compliance with Posting Requirements

3. Public Comments

General in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken. **(For discussion only)**

4. Consideration and possible approval of the City of Fallon – Convention & Tourism Authority meeting minutes for January 20, 2026, April 14, 2026, July 28, 2026 and August 27, 2026. **(For possible action)**

5. Consideration of a grant application by DKC, LLC for the 2027 Great Basin Bull Sale. **(For possible action.)**

Grant amount requested by applicant: \$15,000

Grant amount recommended by staff: \$15,000

- 6.** Consideration of a grant application by Fallon High School Rodeo for the 2027 Fallon High School Rodeo event. **(For possible action.)**
Grant amount requested by applicant: \$10,000
Grant amount recommended by staff: \$10,000
- 7.** Public Comments **(For discussion only)**
- 8.** Board and Staff Reports **(For discussion only)**

This agenda has been posted on or before 9:00 a.m. on Wednesday October 28, 2026 at City Hall, City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>). The supporting material for this meeting is also available to the public on the City's website (<https://fallonnevada.gov>) and the State of Nevada public notice website (<https://notice.nv.gov/>) or by contacting Elsie Lee, Deputy City Clerk, City Clerk's Office, City Hall, 55 West Williams Avenue, Fallon, Nevada, 775-423-5104.

/s/ Elsie Lee

NOTICE TO PERSONS WITH DISABILITIES: Reasonable effort will be made to assist and accommodate physically handicapped persons desiring to attend the meeting. Please call the City Clerk's Office at 775-423-5104 in advance so that arrangements may be conveniently made.

**MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
January 20, 2026**

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
Board Member Jay Bhakta
Board Member Ezra Bernardo
Director of Tourism & Special Events Jane Moon
City Clerk Michael O'Neill

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

City Clerk Michael O'Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Approval of Convention and Tourism Authority meeting minutes for November 10, 2025.

Board Member Bhakta motioned to approve the Fallon Convention and Tourism Authority meeting minutes with no corrections for November 10, 2025, seconded by Board Member Bernardo; the minutes were approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of Grant Applications

- A) Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw:
- Grant amount requested by applicant: \$14,500
 - Grant amount recommended by staff: \$14,500
- B) Fallon High School Rodeo for the 2026 Fallon High School Rodeo Event:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- C) Back Road Vintage Market for the Back Roads Vintage Market, Spring 2026 & Fall 2026 Markets:
- Grant amount requested by applicant: \$9,000
 - Grant amount recommended by staff: \$9,000
- D) Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season:
- Grant amount requested by applicant: \$6,000
 - Grant amount recommended by staff: \$6,000
- E) Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season:
- Grant amount requested by applicant: \$10,000
 - Grant amount recommended by staff: \$10,000
- F) Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip-Fallon 660 Big Dollar Event 3K:
- Grant amount requested by applicant: \$5,000
 - Grant amount recommended by staff: \$5,000
- G) Battle Born Broncs, LLC for the 2026 Battle Born Broncs:
- Grant amount requested by applicant: \$25,000
 - Grant amount recommended by staff: \$25,000

Consideration of a Grant Application by the Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw event.

Director Moon stated that while the Sport of Cowboy Fast Draw continues to grow, this tournament grows along with it. It attracts from media in both Northern Nevada/California, but also nationally. CFDA stresses the importance of responsible, safe and proper use of firearms, and family values. They are working on bringing the Outdoor Channel's – Shooting USA Again for this year's tournament; and have videos covering the sport and promoting Fallon YouTube – which receives many thousands of views. It is expected that at least 800

people from outside of Fallon will attend this year, including competitors, families, spectators, and vendors. An estimate of 1,250 total room nights will be used over this five-day event.

Chairwoman Frost reminded the grant applicants of the America 250 Campaign, celebrating the founding of our Country. We are incorporating this theme as much as we can with all our activities and events. There is marketing available and Jane can get you that information. I know that the Rafter 3C Event Complex is decorating for the 250th. The Mayor has a special commission on this celebration, and we are encouraging our grantees to incorporate as much as possible into your event.

Cal Elrich stated that the event last year went very well.

- Attendance has not been as high due to the cost of travel, inflation, and the Covid19 years
- Last year was the first year as a non-profit
- He will be attending the Nationals in St. Augustine Florida
- Nationals were held in Oroville California last year
- Negotiations have begun for the National Championships
- Fallon is the host City for the Fastest Gun Alive Competition
- There are about 25 Championship competitions per year
- The State of Nevada gave them a small grant last year for advertising
- There was a classic car show last year as well

Chairwoman Frost mentioned the change of dates for the event. Originally it was in October and now it is June. I was wondering how that affected the young shooters.

Cal Elrich stated that the competition was moved to July. We hope this brings more young shooters because it is in the middle of summer vacation. When it was held in October, it was being seen as a year-end sport and tournament schedules were not being added due to the date. We now have a full fall schedule with the first ever tournament in Pennsylvania.

Board Member Bernardo inquired about the packet. Have you finalized the Outdoor Channel's appearance for this year?

Cal Elrich stated that it had not been finalized yet. I am likely to be talking to them tomorrow. I will be in Las Vegas for the largest industrial trade show in the world for outdoor sports. It has been said that shooting sports are the number one sport in the world.

Board Member Bhakta inquired about last year's attendees. What was the reason for the percentage being down from the previous year?

Cal Elrich stated that the biggest shoot had 278 registered shooters. Last year we were right at 200. The availability of the Rafter 3C Arena has much to do with attendance as well since they are very busy all year.

Board Member Bhakta inquired about the event being at the Rafter 3C Arena last year.

Cal Elrich confirmed it had been held there.

Board Member Bhakta inquired about the feedback from the shooters.

Cal Elrich stated that they loved it. It is so nice to have everything set up indoors.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$14,500 to Cowboy Fast Draw Association for the 2026 Fastest Gun Alive – World Championship of Cowboy Fast Draw. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Fallon High School Rodeo for the 2026 Fallon High School Rodeo event.

Director Moon stated that each high School rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has always hosted a rodeo and would like to continue to do so this year. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2026 and to continue to produce a highly attended family event for the membership and our community. It is expected that 200 contestants and their family and friends will come to town for this event. Last year, the reported number of attendees was 2,570; over 1,200 were from out-of-town. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

Brooke Allison, President of FHRC, Wyatt Greenwood, Chloe Kent and Stella Lee introduced themselves and stated the rodeo events that they compete in.

Brooke Allison stated that this event brings in about 200 contestants every year, along with their families.

- Rodeo contestants compete for points for a team to go to Nationals
- Top competitors in each event across our State at this level
- There are a lot of people who don't know much about this sport but still attend
- Our rodeo is the most attended rodeo in the State and we have the best prizes

Chairwoman Frost inquired about where State will be held this year.

Brooke Allison stated that State will be held in Winnemucca this year.

Chairwoman Frost inquired if it would come to Fallon any time soon.

Brooke Allison stated that she hopes so. I think it is in the works.

Board Member Bernardo inquired about the event overlapping days with Battle Born Broncs. Do you think this will help with attendance?

Brooke Allison stated that it would be great. Our rodeo is in the morning and we normally get done around 3:00 pm. The Battle Born Broncs is in the afternoon and it allows our contestants and families to attend at that time.

Board Member Bernardo asked if there would be any collaborations to help boost attendance.

Brooke Allison stated that it has not been discussed much.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$10,000 to Fallon High School Rodeo for the 2026 Fallon High School Rodeo. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Director Moon stated that there would be a change of order for the next two grant applicant presentations.

Consideration of a Grant Application by the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season.

Director Moon stated that the Fallon Trap Club holds shooting events throughout the year to promote, enhance, and encourage participation in the sport of trap shooting. Last year, "5-Stand" was added as a shooting series adding to the Trap and Skeet shooting experiences

offered at the Club. The Club helps local organizations with fundraising events and continues to help sponsor the youth trap shooting club, the Lahontan Valley Claybreakers, with their program. Again, this year, the anticipated hotel/motel room nights for these shooters and their families are as follows: 20-25 for an average shoot, 40-50 for the State Shoot.

Lester Webb stated that there were nine shoots set up for the year. Unfortunately, the State Shoot moved to Mason Valley for this year. We should get it back next year. We began a new shoot last year called the Fallon Youth Shoot. We had 27 participants and 19 of them were from out of town. We have started the expansion onto the new skeet hill and are excited to move forward as this will be another great thing once we have two skeet hills. This will allow us to have more competition.

Chairwoman Frost inquired if that would double the amount of participants.

Lester Webb confirmed Chairwoman Frost's inquiry.

Chairwoman Frost inquired when that project would be completed.

Lester Webb stated that it must be completed by June 30, 2026.

Chairwoman Frost stated her appreciation for the Trap Club hosting out-of-town guests. From educating them in firearm safety and allowing them to practice shooting is greatly appreciated. You make it look easy.

Board Member Bernardo inquired about the 5-Stand shooting.

Lester Webb stated that Trae Workman started this style of shooting. It is a different way of shooting clay pigeons. He has a monthly tournament and it brings in more people.

Board Member Bernardo inquired if this brings more people to Fallon.

Lester Webb stated that more shooters have turned to sporting clays and 5-Stand recently. It is exciting because the birds go any-which-way and brings more excitement for the shooter.

Board Member Bernardo asked how this is being promoted and about participant growth.

Lester Webb stated that Trae Workman keeps all the score sheets. This way, we know how many people have participated. There were about 35 shooters each time.

Board Member Bernardo asked if it were the same 35 each time. How do you reach out to them to promote the shoots?

Lester Webb mentioned social media. We post our flyers on Facebook and there is always someone new who shows up each month to try it out. It seems to always be a mix of the regulars and new faces. During the 5-Stand shoots, weather permitting, in the evening, they do blacklight targets. It is so fun.

Chairwoman Frost inquired if there was an increase of participants from California.

Lester Webb stated yes.

Board Member Bhakta inquired about the 2026 shooting season. How many events do you have during the year?

Lester Webb stated that there are about 9 Shoots during the year. There are doubles marathons, money shoots with doubles and singles, just to mention a few.

Board Member Bhakta asked which was the biggest event with the most participants.

Lester Webb stated that it is the doubles marathon. It is a national shoot. Once you reach 500 targets, then they qualify to compete nationally. Trae does buckle shoots, which means you must compete for 3 months, consecutively. The highest score then wins the buckle.

Director Moon inquired if they were still doing the Basque shoot.

Lester Webb stated yes.

Director Moon asked about the attendance.

Lester Webb stated that it was their biggest draw. It is only held once per year.

Director Moon inquired on where the second skeet shoot area would be.

Lester Webb stated that it would be just south of the first one.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bernardo motioned to approve \$6,000 to the Fallon Trap Club for the 2026 Fallon Trap Club Shooting Season. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Consideration of a Grant Application by the Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 and Fall 2026 Markets.

Director Moon stated that the Back Roads Vintage Market endeavors to curate events with an assortment of antiques, vintage treasures, Nevada-made products, and repurposed items from handpicked vendors. Their biannual event, held in Fallon, draws local and out-of-town shoppers/vendors to our community. It is their goal to increase awareness and attract more attendees to their events, both within our community and from outside a 60+ mile radius. The target is to increase the number of attendees to over 3,000 people: an increase of 300-500 from the prior events. 650 people from outside a 60-mile radius are expected with 65 hotel/motel room night rentals. The Spring market will be held May 8-9 and the Fall market will be held October 9-10.

Jenny and Mitch Young greeted the board.

Jenny Young spoke about the success of the shows being held on specific weekends

- Shows are held Mother's Day weekend and the second weekend in October
- Grant funds have elevated their advertising campaign outside of the area
- Oktoberfest has been incorporated in the Fall Market
- Special plans are being made for the Spring Market

Chairwoman Frost recalled the years of the market being held in foul weather conditions outdoors.

Jenny Young stated that visitors have been doubled since those days.

- There were five new vendors at the last market
- The local vendors are high quality
- New vendors will be joining this spring
- The 10-year anniversary will be this fall
- All surveys taken by visitors are read
- Television ads are fun to make
- There is a great social media campaign

Board Member Bernardo inquired about the number of vendors. Is that number going up due to the social media presence, promotions, and advertising?

Jenny Young stated that was correct. Our mission is to only grow in accordance with how many people attend. We have a set number of booths and that is what we find is successful for our vendors. We want our vendors to come back each year. Our numbers have been holding steady. We still have room for growth.

Mitch Young stated that some of the vendors do so well that they request more booth space.

Director Moon inquired about some clarification on booth numbers. If you have 45 vendors but one or two of them want to increase their booth space, are you increasing your layout?

Jenny Young agreed. It can go both ways.

Director Moon stated that it is good to be loyal to your vendors.

Jenny Young agreed. We also want new vendors to come as well. It has balanced out each time. Even though the Fall Market is more festive, we have found that the Spring Market is more successful.

Board Member Bernardo inquired about the 45 vendors. Does each vendor take up two booth spaces?

Jenny Young stated that it varies from 1-3 spaces. We have one vendor that takes up 4 spaces.

Board Member Bhakta asked if there were two events each year.

Jenny Young stated yes.

Board Member Bhakta asked which one was more successful.

Jenny Young stated that both are equally attended. Fall has more of a vibrant vibe because of people being in the mood for the holiday. They tend to linger longer due to the change in the weather outside. We also changed our hours, which made it seem more attractive to those attending.

Chairwoman Frost asked for clarification on the make-and-take. Will this be the first time that you have tried it?

Jenny Young offered clarification. We previously always hosted a booth that had a make-and-take and recruited helpers to do that but it ended up being a lot of extra work for us to do. We found some vendors who were happy to have a little make-and-take for us. We are encouraging them to do more. We did have one lady with a bookmobile who was only able to attend Friday night.

Board Member Bernardo inquired about entertainment.

Jenny Young stated that they use local musicians. We like what we have and that works for us. They are loyal to us and we appreciate that.

Chairwoman Frost asked if there were any further comments.

No other comments were noted.

Board Member Bhakta motioned to approve \$9,000 to the Fallon Back Roads Vintage Market for the Back Roads Vintage Market, Spring 2026 and Fall 2026 Markets. Board Member Bernardo seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Chairwoman Frost tabled items 9 and 10. We have had some leadership changes with Motor Sports Safety, Inc. Director Moon will be speaking with the new leadership and walking them through the grant process. We will consider their application at the next meeting.

Battle Born Broncs, LLC for the 2026 Battle Born Broncs.

Director Moon stated that this is the fifth year of production for Battle Born Broncs, a professional bareback and saddlebronc riding rodeo event. This year's elite PRCA production, youth camp, and Western artists and makers market are meant to draw contestants and fans to Fallon for multiple days. The organization's fundraising efforts will focus on Fallon's

Domestic Violence Intervention Center. Their goal is to attract 4,000-5,000 people to attend this year's event with at least 2,500 coming from outside a 60-mile radius from Fallon. Battle Born Broncs hopes to attract 1,500 to stay in Fallon for 2-4 nights.

Darcie Spero greeted the board.

- Spoke about high-end vendors and selling out of vendor space already
- Spoke of producing the Junior NFR challenge at the Cantaloupe Festival in 2024
- Spoke of hosting the Junior NFR qualifier this year
- Spoke of the camp they host for students with a swag bag and a ticket to the rodeo and the special seating provided for them
- Spoke of the college rodeo coaches that spoke to the students and families
- Spoke of the fundraising effort for Domestic Violence this year
- Red Bluff rodeo is on the same weekend and spoke of the contestants making the travel venture to get here
- Spoke of meeting new sponsors for Battle Born Broncs while representing Battle Born Boots at trade shows
- Spoke of merch available on the website
- Cody Deegan did the artwork for the Battle Born Broncs poster this year
- Spoke of the college rodeo coaches attending again this year
- Spoke of the Cowboy Channel and their presence at the rodeo
- Spoke of hiring someone to produce a video that tells the story of Battle Born Broncs
- Spoke of bringing the America 250 theme into the rodeo
- Spoke of bringing a band or music but not sure of when they would perform due to time restraints
- Spoke of the kickoff party

Chairwoman Frost inquired about advertising. I see your budget is \$25,000.00. How are you planning on getting the word out and trying to make sure it is a sold-out event?

Darcie Spero stated that they have been working on it all year long. With social media, I opened up ticket sales a lot earlier this year and have been advertising that. I have a good relationship with the Cowboy Channel and it will be on several times with advertising. I will spend some time with Katie in Reno and doing a couple of those, which are free. I want to do more TV ads this year. I haven't done a local commercial. I did one at the last-minute last year. I did some radio but I think putting more on TV will help. I looked at the heatmap where we sold tickets last year and there was a lot in the Sacramento area and all over Nevada. If we do some advertising in Sacramento, we will get to the surrounding areas. We have videographers who come in and create content throughout the year for broadcast and social media.

Chairwoman Frost inquired about the size of the arena for competition. Is there an opportunity for expanded seating?

Darcie Spero stated the bulls have a smaller arena. The saddle bronc riders require a larger arena for competition. I do try to make the VIP area as high end as possible in the area that we have.

Board Member Bernardo inquired about attendance at the event. How do you think the attendance will be affected by the overlapping dates?

Darcie Spero stated that it actually helps. It helps a lot. I was excited last year when I heard we would be sharing time. People lingered after the other event was done. Nothing overlaps, as far as production time is concerned. I have had a lot of high school rodeo kids inquire about the camp. When I get invited to do interviews, I remember to invite the kids and talk about the whole thing.

Board Member Bernardo inquired about keeping track of how many attendees go from the High School Rodeo to Battle Born Broncs.

Darcie Spero stated that it is really hard to track it. Does anybody have any suggestions?

Director Moon stated that it is difficult when you are in the general area. If you have multiple events happening, that whole area is geofenced so you are not quite sure which attendees are coming to your event.

Board Member Bernardo inquired about ticket sales compared to last year.

Darcie Spero stated that ticket sales are up. I did a special deal online in December to get a good head start.

Board Member Bernardo inquired about the high-end vendors coming in.

Darcie Spero stated that she has some very talented silversmith friends. I have a rawhide braider. I put my boot trailer in there and will have someone manning that since I am usually too busy to do it myself. I have leather workers, boutiques, Ashley and Joel with Wonrate gear, and hat makers. When I do other shows, I meet a lot of people who do really cool stuff. I met a lady at the Snaffle Bit Futurity who does beautiful jewelry and she asked to come. I do leave some spots for local businesses and sponsors that have smaller, informational things to share. We will have Domestic Violence Intervention who will have a booth with a 50/50 raffle and other raffle things that we are going to do for them.

Board Member Bernardo inquired about how the vendors would set up.

Darcie Spero stated that they would set up on the concourse in the standard 10x10 spaces or more if necessary. When you walk in, you see quality merchandise lined up and it is appealing to the eye. It will have a good flow, no one will be hidden, and it won't be so full that it becomes overwhelming. We have a backdrop to pose for pictures and the Rusty Canteen that always looks nice. We will work with the Soroptimists again this year who take care of the ticketing. Last year, during the camp, we had a queen that wanted to do a queen clinic and all the little rodeo queens came and helped and will be here again this year. I try to make it as high end as possible throughout the whole thing.

Board Member Bernardo inquired about how many vendors would be expected.

Darcie Spero stated that last year there were 24 inside. Again, it depends on how big they are. There is a new golf western apparel company and they are coming to Fallon. They will also be a sponsor of our welcome party.

Board Member Bernardo inquired about how many vendors would be expected outside the arena.

Darcie Spero stated that there were 10 outside last year. I would have to look at the list.

Director Moon stated that most of them were food trucks.

Darcie Spero stated that it was correct. There were some vendors that weren't as high end that were outside that wanted to be included.

Board Member Bhakta inquired about both events on one day. Both events are major events. They report 200 rooms for use and we only have 590 rooms in Fallon. You report 375

rooms for use. These are two major events. Why do we have these on the same day? I don't understand.

Darcie Spero suggested asking Jesse Segura. But it actually works. You can tell me better.

Board Member Bhakta stated that one event will be outside. Yours will be inside. I completely understand. At nighttime, they are going to be in hotel rooms or they will travel somewhere else. If they don't find a room, or maybe they are expensive. That is the only thing that I do not understand. How come we have two events on one day?

Darcie Spero inquired if they sold out of rooms last year.

Board Member Bhakta stated that he did not know. I can look.

Darcie Spero stated that she rented rooms from him last year.

Board Member Bhakta stated that he is aware of that. If you are advertising and a lot of people come, and when they do, *inaudible. They might have to travel to Fernley or Reno and they cannot stay here. Then next year, they might say, okay, we are not going.

Darcie Spero stated that that was her worry too. We spend so much money putting on this event.

Board Member Bhakta agreed. Please consider next time, talking to the organizers. Your event is in April. I have another question. You said that you were getting feedback from the heat map.

Darcie Spero mentioned the ticket app. It shows a heat map and it is still not perfect and I still can't really read it. It tells me that people are coming. It shows a lot of tickets being bought in Sacramento, Truckee, Reno and farther than 60 miles away. If I was going to come to rodeo and be there until after 10 o'clock at night, I would not drive home. The high school rodeo has been one of the biggest and best ones to go to and is a reason for the families to stay for our rodeo. I think that having Battle Born Broncs at night gives people an extra reason to come and stay. I rent 60 rooms myself, for those who work in the rodeo. One time, there was a mistake where I messed up and thought I had rooms and I didn't. Then I had to go find rooms for my crew.

- There was back and forth discussion about building a hotel and other housing issues.

Board Member Bernardo inquired about the main choice of where people stay.

Darcie Spero stated that her people choose to be in a hotel room. The High School Rodeo kids have living quarter trailers as well as some of my contestants. There are also some RV'ers. My crew all stay in hotel rooms and Air BnB's, or whatever I can find.

Board Member Bernardo inquired about the relationships with the hotels. It's not like it's the 11th hour and you're looking for rooms for your crew.

Darcie Spero spoke about reserving rooms. If there are people online looking to buy tickets and looking for rooms, are they going to buy a ticket? It is a worry.

- More discussion was held back and forth about opening a hotel.

Chairwoman Frost asked if there were any further comments.

There were no further questions.

Board Member Bernardo motioned to approve \$25,000 to Battle Born Broncs, LLC for the 2026 Battle Born Broncs. Board Member Bhakta seconded; the grant was approved with a 3-0 vote by the Fallon Convention and Tourism Authority.

Public Comments

Chairwoman Frost inquired if there were any further public comments.
No public comments were noted.

Board and Staff Reports

Director Moon mentioned how busy things are. I expect 2026 to be a banner year. We have so much on the schedule. I was on a bus tour with TravelNevada last Wednesday through Friday and we are trying to put an itinerary together to go through Northern Nevada. We would begin in Reno, travel through Fallon, old Dayton, Sutro Tunnel, Virginia City, Genoa, Minden-Gardnerville area, and Lake Tahoe. We did that route for three days and it was highly received. Although the tour bus companies had plenty of us on this tour, they are scheduled out for 2026. I have three that are very interested and scheduling for 2027. That will be added to our offerings in the coming year. We continue to partner with TravelNevada and they are helping us through new areas of opportunity.

City Clerk Michael O'Neill commented on the Room Tax Report.

There was general discussion on the data.

Board Member Bernardo stated that his hotel was fully open and done with the renovation. We really try and highlight Fallon and all the activities that are offered here.

Director Moon mentioned that the next meeting will be April 21, 2026.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:31 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
April 14, 2026

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
 Board Member Jay Bhakta
 Board Member Ezra Bernardo
 Director of Tourism Jane Moon
 Deputy City Clerk Elsie Lee

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk Elsie Lee advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Chairwoman Frost stated that this is our semi quincentennial celebration of our Nation. We are encouraging our events to include our logo, and I believe Jane provided you with that. We would also like to see this in your material to help us promote the 250th celebration. We have big plans for July 4th, and we have a lot of other activities coming up to celebrate our history.

Director of Tourism Jane Moon stated that she would resend this information to everyone.

Consideration of a grant application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash.

Director Moon stated that the objective of the de Golyer Bucking Horse & Bull Bash for the 2026 Bucking Horse & Bull Bash is to continue to create a fun, affordable outing for families and to continue the sport of rodeo in Fallon, Nevada. The de Golyers are hoping to fill the stands with 3,250 attendees. In 2025 an estimated 2,000 people came to Fallon from outside a 60-mile radius. They expect people to arrive the night before their 12th annual rodeo to stay in Fallon for a live concert. An estimate of total room nights was not provided in the grant application.

Cody de Golyer greeted the Board.

- Made comments regarding advertisement being important.
- Made comments regarding the attendance of last year's concert.
- Made comments regarding this year's band.
- Made comments regarding opening their gates earlier and it being successful.
- Made comments regarding adding the Corgi and Weiner dog races this year.
- Made comments regarding the mud volleyball tournament last year.
- Made comments regarding their expectation to have the same turnout this year.
- Made comments regarding adding Cowboy Church, live entertainment and power wheels races to Sunday.

Chairwoman Frost asked if there were any further comments from the Board or the public.

Board Member Bhakta inquired about the advertisement. Would this be on the radio and television?

Cody de Golyer stated no. We do radio advertisements. We found last year, that the tv is such a hit and miss and so expensive.

- Made comments regarding that they want people to come out and not watch on their televisions.
- Made comments regarding the costs not being worth television ads.
- Made comments regarding the radio advertisements being beneficial.

Kristina de Golyer stated that they advertise on 8 different radio stations.

- Made comments regarding the radio station benefits.

Cody de Golyer stated that the signage being put up is also a huge thing.

- Made comments regarding this being their 17th rodeo, in Fallon.
- Made comments regarding people still not ever hearing about the rodeo.
- Made comments regarding always having something to do in Fallon, if you look.
- Made comments regarding the problem being bringing people to Fallon and making them stay because of how close we are to Reno.
- Made comments regarding radio advertisements.

Board Member Bhakta inquired about how long their event runs.

Kristina de Golyer stated that Thursday they sponsor the Theatre event. Friday, we have the kick-off concert. Saturday, we have community fundraising and the rodeo. Sunday, we have the newest addition with the Cowboy Church breakfast.

Board Member Bernardo inquired about their sales in comparison to last year.

Cody de Golyer said that the sales were close, but the VIP sales have been selling quicker than last year.

- Made comments regarding it being hard to judge because people tend to wait until last minute to purchase tickets.

- Made comments regarding it being harder because it is an affordable event and people not pre-purchasing to save \$5.00.

Kristina de Golyer stated that Saturday's rodeo is the biggest event. We sell over 200 tickets that day online.

Cody de Golyer stated that they have also added different seating at the Fairgrounds. The bleachers only hold 3,250 people.

- Made comments regarding people leaving the event because if they leave their seats, they aren't available when they return.
- Made comments regarding attempting a 2-day rodeo but it being unsuccessful due to costs.
- Made comments regarding adding 400 additional seats inside the arena, not including the VIP section, which holds 200-250 people.
- Made comments regarding people hanging out at the bar.

Board Member Bhakta inquired on receiving feedback on the bands coming this year compared to last year's band. I know there is a little bit of a generational gap, so I was just curious to see what kind of feedback, if any, you have heard.

Kristina de Golyer stated that she thought Deana Carter was super popular. There were still so many people that didn't know who she was when I would go out and talk to people. We had the same response with Doug Stone and Love and Theft. We are just going to do it.

- Made comments regarding just letting people come out to have a good time.
- Made comments regarding the budget for the concert.

Cody de Golyer stated that these artists are still very expensive.

Kristina de Golyer stated that Love and Theft is a full band. The production company that we hire takes care of the drums, guitars, sound, stage, the lighting, and everything. All that they have to do is show up.

- Made comments regarding it being a good show and something to do at an affordable price.
- Made comments regarding bundling tickets for families for affordability.

Chairwoman Frost stated that they should get a hold of Jane to find out the contact information for morning shows in Reno. I think that might draw more people from Reno or even from northern California. I know I love to see our events on talk shows.

Cody de Golyer stated that they did the morning shows last year. It is funny because you would think by seeing what's going on, that these people would get off their butts and actually want to get out and go see it. So, I don't know.

Chairwoman Frost stated that this could be a way to generate more interest.

Cody de Golyer agreed.

Kristina de Golyer stated that she isn't really a tv person, but I did it.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer Bucking Horse & Bull Bash in the amount of \$10,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Consideration of a grant application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2026/2027.

Director Moon stated that the Churchill Arts Council 2026-2027 season is grounded in its mission to enrich the cultural life of the community and region by presenting diverse, high-quality art experiences. Through performances, visual art exhibitions, film, and literary programs, CAC provides inclusive opportunities for education, engagement, and creative expression for residents of all ages. Since these events are held at night, the likelihood of overnight stays in Fallon is increased for those visiting outside a 60-mile radius. Churchill Arts Council estimates total visitation numbers from 11,000 to 14,000, with 1,000 from out-of-state and 3,500 from outside of Fallon. 600 room nights rentals are projected over the course of the season.

Robyn Jordan greeted the Board. I will go over some highlights for this year.

- Made comments regarding having a successful year of concerts, literary events, and gallery events.
- Made comments regarding their past 4 indoor concerts and upcoming one.
- Made comments regarding them being great performances and events.
- Made comments regarding the staff learning how to get more people in and interested in the programs they offer.
- Made comments regarding the frequent attendance from community members and out-of-town visitors that have never been before.
- Made comments regarding partnering with the homeschool groups, School District, and afterschool programs.
- Went over next year's schedule.
- Made comments regarding attempting to make their events more experience-based and partnerships to make them full events drawing more people from out of the area.
- Made comments regarding their Arts School and offering more classes.
- Made comments regarding the Julie Fowlis concert drawing people from all over.

Board Member Bernardo inquired about the extension of the gallery hours.

Robyn Jordan stated that previously the gallery was only open from 9:00 a.m.-1:00 p.m. on Wednesdays and by appointment only. Every Friday we are now open to allow people to view the gallery.

Board Member Bernardo inquired if this would be a permanent change.

Robyn Jordan stated that it would be permanent. We may even add a couple of days as we get staff with more availability in their schedules.

Board Member Bhakta inquired on their website.

Robyn Jordan stated that they have a new website. This is very functional. All the ticket sales can be made there, and it is really easy for us to update. We have a good record of the things we have brought in. We have the highlights and music playing on it, so people can listen to the artists by going to our website, to see if they like it. We have all of our art classes listed on it.

Chairwoman Frost stated that she was happy to see that they received a grant from Travel Nevada and the Nevada Art's Council. I wanted to commend you on that and getting those grants. Those are really important. I am excited and it sounds like you have a very diverse season coming up.

Director Moon commended Robyn. Anytime there is a request involving media or travel agents who are selling wholesale, we want to make sure they are promoting Fallon and

have the opportunity to experience Fallon firsthand. Robyn is one of my major go-to's, and she never tells me no. She always shows up with her whole staff and is willing to help. Being able to showcase such a gem as the Churchill Arts Center to people who may never imagine something like this being a part of Fallon is such a big draw. I truly appreciate that and thank you for your continued support. I also commend you on your grant writing because that not only supports the Arts Center but also helps get the word out about Fallon. Thank you and keep up the great work.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by the Churchill Arts Center for the Oats Park Arts Center: Core Programs 2026/2027 in the amount of \$15,000; seconded by Board Member Bhakta and approved with a 3-0 vote by the Board.

Consideration of a grant application by the Pacific Coast Cutting Horse Association for the 2026 Road to Fallon event.

Director Moon stated that this is the second annual Pacific Coast Cutting Horse Association in Fallon. The objective of the Pacific Coast Cutting Horse Association is to produce a family equine event that will promote and improve tourism and bring business to the City of Fallon. They report a proven history as the largest cutting horse association on the West Coast to turn out economically beneficial events in the state of Nevada. They have signed a 3-year contract with 3C Events Center. The Pacific Coast Cutting Horse Association's goal is to conduct an ongoing annual event in Fallon. 250-350 people are expected to attend the event (including contestants, participants, and staff), most of this number will be coming in from outside a 60-mile radius from Fallon. 1,000 hotel/motel nights are predicted for this 4-day event.

Tami Rodman greeted the Board.

- Made comments regarding this being their 2nd year for the event and the successfulness of it.
- Made comments regarding the 1st year being a good event.
- Made comments regarding moving their event to a week later due to the manager of the facility not being available on the original date.
- Made comments regarding having people attend from Canada, and having local and out-of-state vendors.
- Made comments regarding reaching out to NAS Fallon to participate.
- Made comments regarding reaching out to youth groups for involvement.

Board Member Bernardo inquired about the growth expectation of moving the event a week later.

Tami Rodman stated they are estimating a 10-15 percent increase.

Board Member Bhakta inquired if there would be anything new compared to last year.

Tami Rodman stated that they will be reaching out to the youth groups for their involvement.

- Made comments regarding having a new marketing team.

Board Member Bhakta inquired if after last year, Tami thought Fallon was the right place for her event.

Tami Rodman stated she did. We moved here from Reno, and our group was very pleased with the change.

Director Moon asked Tami to expand on this.

Tami Rodman stated the cost, for one reason. Also, for our group, we have had a lot of things stolen at the Reno Livestock Event Center. We do have a lot of women that travel alone who stay in their trailers at the facility and the homeless people are really bad around there. Our group didn't like going there. To be honest, it isn't like it used to be around there anymore. They were glad to get away from Reno.

Chairwoman Frost inquired if last year's event also a 4-day event.

Tami Rodman stated it was.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the Pacific Coast Cutting Horse Association for the 2026 Road to Fallon event in the amount of \$5,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season.

Director Moon stated that the goal of Motor Sports Safety, Inc. is to provide a safe, professional, and well managed drag racing facility. They maintain a strong partnership with their sanctioning body, the NHRA, ensuring that both local residents and visitors can participate or enjoy— drag racing within a controlled and secure environment. Through targeted marketing and advertising efforts, they promote and host events that attract racers from Nevada, Northern and Central California, Idaho, Montana, Arizona, and Oregon. Each season, they host two NHRA National Opens, two Division 7 Junior Dragster events, five Summit ET Series races, and multiple open Test-and-Tune sessions. These events consistently draw competitors from across the Western United States and Canada. The track can accommodate up to 400 racers and 1,500 spectators per event, allowing them to support large-scale competitions while delivering a premier racing experience. 5,000+ visitors and racers come to Top Gun each year from previously stated locations; 90% of this number come to Fallon from outside a 60-mile radius. NHRA estimates that 20% of the total visitors and racers from each event held will rent hotel/motel nights.

Ed Keefe greeted the Board. There are four Board Members that make up the Motor Sports Safety, Inc., but we do business as Top Gun Dragstrip. The president is new, the vice president is new, the treasurer is new. However, the secretary has a long history and is a driver himself. So, we have some continuity there.

- Made comments regarding the other Board Members being unable to attend because they are getting the structure ready for a good season.
- Made comments regarding being busy since taking leadership up in January.
- Made comments regarding being the only regional National Hotrod Association Dragstrip in the area.
- Made comments regarding people coming from a five-state area, with significant members attending and spending money.
- Made comments regarding the investments that go into the dragstrip.

- Made comments regarding reaching out to government for support.
- Made comments regarding services needed by law enforcement, and first-responders.
- Made comments regarding the big event held the last weekend in May and it being the 1st NHRA sponsored event.
- Made comments regarding the Department of Navy providing a flyover.
- Made comments regarding working with the Public Works Department on electrical issues.
- Made comments regarding bringing in new experienced drivers.
- Made comments regarding their social media and emails being handled well by Fallon consultants.
- Made comments regarding exploring advertising through television and currently concentrating on their social media.
- Made comments regarding active duty and their families being free to attend.

Board Member Bernardo inquired about the recent changes. Is there anything else that you are planning to help grow and maintain the events, going forward?

Ed Keefe stated that there are people out there now doing general beautification. We believe that we have a deal with a local food truck. We are looking at having a mobile bar service.

- Made comments regarding trying to provide services that would allow families to return on a regular basis.

Board Member Bernardo inquired about the events. Are you trying to attract more families to attend these events with the food trucks?

Ed Keefe confirmed.

- Made comments regarding cultural differences with drivers.
- Made comments regarding having to renovate the electrical infrastructure.

Board Member Bernardo inquired about the date for the Test and Tunes event.

Ed Keefe stated that these are held on Fridays.

Chairwoman Frost stated that she sees a lot of burn-out tire marks on our streets. I am glad that we have the Test and Tunes event to hopefully help alleviate that.

Ed Keefe confirmed.

Chairwoman Frost stated that she appreciates their work to integrate appropriate safety measures.

Ed Keefe stated that they hope to put a swing sock up. Hopefully, we can get Banner and Careflight out to come out and test that. We aren't there yet but it is our vision. Safety is in the title of our corporation and we take it seriously.

Director Moon stated that they have had discussion about doing additional things that would help introduce drivers to attend other things in Fallon. I was intrigued with the social you will be having, in town, especially on Maine Street, that folks can see what the offer is on historic Maine Street. Has this happened before?

Ed Keefe stated that he believes this is a first. The culture is to come in from a distant Idaho place. We have the family in the RV who rents their slot, and that is it for the weekend. So, we are trying to be creative in finding social events before or after, that they could stop at before they head to the track. They tend to homebody out there. Not that we can't come up with some other things.

Director Moon stated that we do have things scheduled in the City and throughout the County. So, if you would let me know when these things happen, I can let them know when they have those events.

Ed Keefe stated that he would be more than happy to coordinate calendars to alert the drivers of events.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip Drag Racing Season in the amount of \$10,000; seconded by Board Member Bhakta and approved with a 3-0 vote by the Board.

Consideration of a grant application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K.

Director Moon stated that the “Fallon 660” event is a repeat of last year’s successful program. It is designed to attract an elite group of racers who typically compete for larger purses and higher prize money offered at major tracks across the country. Events like this have continued to grow in popularity and now draw a wider range of racers with greater competitive experience and larger racing budgets. With dragstrips closing throughout the western region, Top Gun is in a strong position to capitalize on the demand from these high-level racers who have fewer venues available. In addition, this event gives local racers an opportunity to participate in a premier-style race without needing to travel long distances to other tracks offering similar competitions. The goal is to draw 3,000 to 3,500 people to attend, of which 90-95% are expected to arrive from outside a 60-mile radius from Fallon. It is expected that 15-20% of attendees will rent hotel/motel room nights.

Ed Keefe greeted the Council. Traditionally, the organization has sent a second grant because of the breath and depth of the regional implication of this particular event.

- Made comments regarding this being their largest event.
- Made comments regarding drawing the right people in.
- Made comments regarding it being an NHRA event which allows points that have to be collected regionally.
- Made comments regarding this being the opportunity to bring in premier cars and drivers to compete.

Chairwoman Frost inquired on the date. The application says May 14-September 27. Is this just one big weekend?

Ed Keefe stated that was correct. It is what we call the 660. It will be in September. I would have to get back to you on the date. It is usually a cooler day, later in the season. It is balanced against the other NHRA events, so that the senior drivers are available.

Board Member Bhakta inquired about the event. What makes this event stand out from your other events last year? Do you expect more visitors for this same event?

Ed Keefe stated that this would be the premier event of the year for drag racing, relative to a number of people and distance travel. The reason being, is it is based on a National Hot Rod Association scheme of how to score points to get the national attention of your particular driver. It is the Superbowl of this region.

Board Member Bhakta inquired about the name of the event.

Ed Keefe stated that Fallon 660 is just the name of that event.

Board Member Bernardo inquired about changes, if any, are being made to attract more competitors to this big event versus what has been done in the past. Are you expecting the same names to come out as have come out previously?

Ed Keefe stated that through this year, what they hope to demonstrate is progressive progress in the infrastructure. So, by September, we demonstrate in this large event to broaden more senior drivers, that we are a track that is going to stay. We hope to, in turn, to bring in really significant cars. There is a whole other level of drag racing that we have typically never had here. There is no reason why we couldn't. We need to sell our new infrastructure. We need to sell the new management, and we have to perform. That is what we are striving for.

Board Member Bernardo inquired about the point system.

Ed Keefe stated that all his peers are drivers, but he is not. I am new to the game. I am a long-time retired person from the federal government. They hired me to be the paper-pusher, run the numbers, and keep the books. That is my volunteer expertise and unfortunately, I would have to ask one of the NHRA gurus to answer that question. I am sorry.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by Motor Sports Safety, Inc for the 2026 Top Gun Dragstrip – Fallon 660 Big Dollar Event 3K in the amount of \$5,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon thanked everyone for their hard work.

- Reported that she and Chairwoman Frost would be attending this year's Rural Roundup trip in Elko.
- Made comments with Rural Roundup helping with improving tourism efforts.

Chairwoman Frost inquired if there were any further reports.

No further reports were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:55 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

DRAFT

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
July 28, 2026

The City of Fallon Convention and Tourism Authority met in a regularly scheduled meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
 Board Member Jay Bhakta
 Board Member Ezra Bernardo
 Director of Tourism Jane Moon
 City Clerk Treasurer Michael O'Neill
 Chief of Staff Bob Erickson

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

City Clerk Treasurer Michael O'Neill advised that the agenda was posted in compliance with NRS requirements.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

No public comments were noted.

Chairwoman Frost stated that she would like to remind potential grant recipients that, if they receive grant funding, they are asked to include America 250 in their advertising and acknowledge it during their events. Although July 4th has passed, the community is still celebrating America's 250th anniversary throughout the year. The Mayor's America 250 Commission remains active and continues to plan events and activities in recognition of the celebration.

Consideration of a grant application by the Fallon Festival Association, Inc. for the 2026 Fallon Cantaloupe Festival.

Director Moon stated that the Fallon Festival Association, Inc aims to strengthen regional agriculture, increase tourism, support local businesses and non-profits, and preserve a valued Nevada tradition for future generations. Last year a total of 12,309 attended the Fallon Cantaloupe Festival while 7,200 are predicted to visit from outside a 60-mile radius of Fallon in 2026. The Fallon Festival Association, Inc. is hoping to fully book all available hotel rooms in Fallon (approx. 531) for the two nights of this year's event.

Adrienne Snow and Zip Upham greeted the Council.

Adrienne Snow stated that they were able to continue their growth last year. Our total overall economic impact, which if you remember from the 2024 report, was 5.9 million dollars, and that went up to 7.1 million dollars.

- Made comments regarding the full report being available to those who would like to look at it.
- Made comments regarding the report being done by the Economic College at the University of Nevada Reno and they will be continuing to work with them for an agricultural impact.
- Made comments regarding the festival focusing on different areas and this year's focus would be on supporting producers and finding outlets for value-added products.
- Made comments regarding the Hearts of Gold cantaloupe ice cream being released this year and being used as a source of advertisement for our town.
- Made comments regarding the musical acts line up, including the big one, which will be the truck-pull.
- Made comments regarding how full the stands were from last year's truck-pull.
- Made comments regarding having to hire additional security because of this being a part of the general ticket and expectation of high attendance.
- Made comments regarding attempting to keep the ticket prices affordable for families and people visiting from out-of-town.
- Made comments regarding the spending per person being down from last year because of the economy, and the expectation of that increasing for this year.

Zip Upham stated that they are highlighting America's 250th anniversary in all their advertisements. We have also included agricultural trivia, historical trivia, and all kinds of stuff associated with the 250th anniversary. So, we plan to have that as our primary theme for the entire Cantaloupe Festival.

Board Member Bernardo inquired about tracking the ticket purchases. Are ticket purchases up for this year, versus last year, so far? How are you keeping track of that?

Adrienne Snow stated that the software system that they use tracks the zip codes that correspond with that particular credit card. So, when we have cash sales, come through the gate, it is hard to quantify where those people are coming from, but we do have all the data on people that swipe their card telling us what zip code they came from. If you would like that breakdown, it is in the economic impact assessment.

Zip Upham stated that the ticket sales are shockingly low because we are still over a month out for the event.

Adrienne Snow stated that this is where they are every year. Fallon at large is historically late. The majority of our ticket sales will occur during the week of the festival, with more than half of those being on the days of the festival.

- Made comments regarding not taking away advertisement but also expanding the advertisement to reach east of the rural areas.

- Made comments regarding a Travis Tritt cover band being the entertainment after the truck-pull.
- Made comments regarding not having a stand-alone to make it affordable for families.
- Made comments regarding adding to the ag experience sector and having a lot to offer for kids.
- Made comments regarding expanding the RC racing cars for the kids and also including it in the ticket price.

Board Member Bhakta inquired about the name of the festival.

Adrienne Snow stated that the festival has always gone by the name, Cantaloupe Festival and Country Fair. People do think that it is the County Fair, and we wish it was the official County Fair, but we know that isn't the case because of the County's budget. We still are the same as we have always been and I think most people don't know that we are officially the Fallon Festival Association that produces the Cantaloupe Festival. Commonly known, by the people, what they think of as the County Fair. It is the only fair of its type, in Nevada, that isn't a County Fair.

Member Board Bhakta inquired on the 5K run.

Adrienne Snow stated that they still have that. The Theatre puts that on. We are trying to let more people know that within the event, we host the space at no cost, to about 12 other non-profits. This year, we have some of them that have been with us forever. We have Banner Foundation who will be doing a corn hole tournament there. The Theatre has the 5K run. Toys for Tots will be there. I am anticipating that Liberty Dogs will be back. We have several veteran groups that are coming in to showcase veteran programs that are available, that a lot of people don't know about. The Scout Troops do fundraisers there. Oasis Academy will be doing their 2nd Grad Night Fundraiser. We have FFA doing a fundraiser. Churchill County will be doing their Grad Night Fundraiser on Sunday. I know this doesn't cover everybody; this is just a handful of them. So, by advertising this event, through the festival, that draw ends up being a pass-through that does a lot of the fundraising for these other groups. This is the City of Fallon Animal Shelter's #1 adoption event throughout the year. They adopt more animals during the event than at any other time during the year.

- Made comments regarding hotel room stays and sales tax.
- Made comments regarding economic impact and giving locals support.
- Made comments regarding working with the Nevada Department of Ag and the USDA.
- Made comments regarding the number of farmers being down and the impact of the passing of one of those farmers.
- Made comments regarding renting land for a farmer to use to grow cantaloupes.

Director Moon stated that they are working on getting a broader reach with Travel Nevada and the Cantaloupe Festival for this grow. It is amazing to get people introduced to farming and showcasing what we have available.

Adrienne Snow stated that they are headed in the right direction. We have already had commitments from restaurants, such as Great Basin Brewery and Grateful Gardens, to serve that ice cream. It will be available, this year at the festival, in pints, with the Fallon name on it.

Board Member Bernardo inquired about the feedback they have received with the advertisement to the east of the rural areas.

Adrienne Snow stated that the first advertisements to the east have just gone out. So, those runs will be printed this next week. So, I couldn't tell you what kind of feedback or draw we will get from that, but it is something we haven't tried. So, we would love to invite our neighbors from the east. This idea began when I was talking to restaurants and other businesses about bringing in a melon to their restaurant or bar, to showcase the Fallon melon. So, from there, if we are going to ask about these restaurants, bars, or smoothie operations, to bring in a Fallon melon item to the menu, we also need to advertise to their communities. We will see. I will have a report for you next year, on how it shook it out. We are even doing things differently with the radio stations in the Reno area, and are adding a new network, to include Lotus Radio.

- Made comments regarding expanding Facebook advertising.

Board Member Bernardo inquired about the advertisement towards the east. Is there anything else you are planning on doing, as far as advertising to try to reach them more?

Adrienne Snow stated that we are going to basically do the same thing with the expansion. Increase the budget and increase the types. We do print advertising. We put up posters in various areas.

- Made comments regarding conducting radio interviews.
- Made comments regarding advertising through publications.
- Made comments regarding advertising with Spanish speaking stations which reaches different crowds.

Chairwoman Frost inquired on the ice cream's availability prior to the festival.

Adrienne Snow stated that it will be available next year. This idea of value-added products was really spurred with the Specialty Crop Block Grant. In this grant, we have written a request for assistance from a consultant who specializes in helping us get melon products to restaurants and other stores. As we sat down with him, he was kind enough to sit with us, even though he is not going to be paid, through the grant, until next year. He said let's not wait until next year, let's start right now, and start to launch this. So, the next meeting we have coming up is going to be with a syrup company. If we can make this happen through the Specialty Crop Block Grant opportunity, it takes a lot of the end-of-season melons, that might not get sold, that might just sit on the field, losing farmer's money, and turning that into syrup. That syrup will streamline the process and make it much easier for bars or restaurants, to say, yep, we can do a cantaloupe mojito in our place in Winnemucca. Or we can bring cantaloupe syrup and serve them on our pancakes a month in advance. We just started this plan and have no melons to work with, it will have to be this year's melons that are converted into syrup, to be available, ahead of time, next year.

- Made comments regarding additional advertisement by getting shelf space at grocery stores.
- Made comments regarding having a product that helps farmers but also give Fallon and the festival recognition by seeing products on shelves.
- Made comments regarding availability, possibly being 6 weeks prior to the festival as seasonal products people can look forward to.
- Made comments regarding the grant helping pay for the syrup.

Chairwoman Frost stated that she is very excited about the event and believes it will create a ripple effect, benefiting not only the community and visitors coming into Fallon, but also local farmers. I believe the event will continue to grow and become bigger and better

over time. I appreciate the report's discussion regarding Navy zip codes and the acknowledgment that the number of out-of-town guests may appear higher than expected when tracking credit card zip codes, as some purchases may be made by Navy families who are stationed locally. Although I was unable to attend last year, I heard very positive reports about the event, particularly the displays located inside the Rafter 3C building. It was nice to provide an indoor area where attendees can enjoy the displays and getting out of the heat is important, especially since the weather can be unpredictable.

Board Member Bhakta inquired about receiving a grant from Travel Nevada this year. Adrienne Snow stated they did not receive a Travel Nevada Grant.

Director Moon inquired about the Economic Impact Assessment and asked for it to be sent to her. You said that the 7.1-million-dollar impact was higher than the previous year, but the individual spending was lower. So, it is higher because you had more people attend. That is good that you can identify those categories rather than just say you had more money. Was that with Dr. Fred Steinmann?

Adrienne Snow agreed. Fred was with us last week, but Dr. Steinmann was not available this week, so he was not able to be here. I know that it is always better to hear the information from him, since this is his specialty. We are going to work with him. He will be the one that helps us with this data. That is part of the Specialty Crop Block Grant, in order to track that. We are also going to have him go over the basic data, from here on out.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the Fallon Festival Association, Inc. for the 2026 Fallon Cantaloupe Festival in the amount of \$15,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Consideration of a grant application by de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Rough Stock Rodeo Concert.

Director Moon stated that the de Golyer's mission is to bring rodeos and concerts to the Fallon community for future generations. 3,000 people in total are expected at this event while 2,500 are predicted to attend from outside a 60-mile radius. 40 hotel/motel room nights is the target rental for this one-day rodeo concert.

Cody de Golyer greeted the Board. As you know, every other year, we do a fall show. This year it is a little new for us, doing one this close to the Bull Bash. The Bull Bash was a huge success, again, this year. We had a little over 4,500 people attend over the 2-days.

- Made comments regarding wanting to be in the indoor arena but didn't work out for October, and it being the only date available for the outdoor arena.
- Made comments regarding the Wade Hays concert being included in the ticket price for affordability.
- Made comments regarding the events being offered.
- Made comments regarding keeping the tickets affordable.
- Made comments regarding Wade Hays being a recognizable headliner.
- Made comments regarding having his songs playing during their radio advertisements.
- Made comments regarding ticket sales already showing a lot of promise.

Chairwoman Frost inquired on the presales.

Cody de Golyer stated that there are about 600 tickets sold, so far. Usually, we are at 200 for the Bull Bash, at this time.

- Made comments regarding being affordable and people waiting to purchase tickets.

Kristina de Golyer stated that there were 900 tickets sold online for the Bull Bash and Love and Theft. I swear, everyone showed up in line all at the same time.

Cody de Golyer stated that their goal is to keep the 90's and 2000's artists alive.

- Making comments regarding bringing people from out-of-town.
- Made comments regarding times of the shows.
- Made comments regarding hoping people stay with the later shows.

Chairwoman Frost inquired of the time of the rodeo.

Cody de Golyer stated that the stage is set up on the north side of the bucking shoots, right against the panels of the arena. So, what happens, when the last bull bucks, and the last bull is out of the arena, those gates open, Jennifer Grant comes on. Everyone goes down to the arena. The full arena will be open.

Kristina de Golyer stated that Jennifer Grant will open for their show.

- Made comments regarding Jennifer Grant being popular.
- Made comments regarding trying to keep people there for the rodeo and the concert.

Chairwoman Frost inquired if they have started advertisement.

Kristina de Golyer stated that they are set to start but are waiting for this approval.

Chairwoman Frost stated that the date is coming up quickly.

Cody de Golyer stated that they have never done one this close. Sponsors are a big thing for us. We have to have sponsors to pay for everything. Fallon is a wonderful community, it has been great to anyone and everybody that has asked for sponsorships, donations, or whatever the case may be. However, when everyone is knocking at their door, people really have to start picking things they really want to support. When this happens, unfortunately, people have to be told no. This being so close to the Bull Bash, and getting a lot of sponsors for that, we have had to rely on a lot of the same sponsors to double dip on. However, I really feel like this date is going to be a wonderful time and I think that it will be overfilled.

Kristina de Golyer stated they are putting in the work.

Board Member Bernardo inquired about how they will be incorporating America 250 into the concert and rodeo. Do you guys have plans for overflow?

Cody de Golyer stated that they had flags made all over the arena. We had banners made with the America 250 logo. They are on the T-shirts that get thrown into the crowd. The logo is on all of our advertisements through Facebook, posters, handouts, and is all over the place. As far as the overflow is concerned, the grandstands, by code, are 3,250 people. There is some wiggle room there, so we push it as much as we can. However, I feel like you can have comfortably 3,500 people up there. On both sides of the arena there are places where people can stand, especially on the south side. Our VIP section can seat 200 people.

Kristina de Golyer stated that they have offered the box seating up front and that has sold out. We did implement new seating, and it sold.

Board Member Bernardo inquired about the number of vendors for the event.

Kristina de Golyer stated that it isn't that they don't care about vendors because they do. It is important for the craft vendors to get their little bit of time there and we don't charge a lot for it; it is about them getting out there. We are okay with dialing back on vendors for this show, and focusing more on food. I would say that once you pay to get in, you want people to buy from your vendors, and so you add a bunch of craft vendors. Where are they going to spend their money? They will spend it on the food, and the craft vendors aren't making money. So, I have about 6 craft vendors and about 7 food vendors. This is what we had for the Bull Bash and it was great. We did have a little more craft vendors. I feel like if you have too many, they aren't happy, and I have to deal with it.

Board Member Bernardo stated that he feels they have balanced that well.

Cody de Golyer stated that the layout of the fairgrounds is also an issue. You are really working with a limited amount of room. Once you start adding people under the bleachers, here, and food vendors there, you have a line of 300-500 people, if not, more than that. It is very congested.

Kristina de Golyer stated that it was set up well during the June show. The wind was not in our favor, but all of our vendors did super well on Saturday. Friday was a little different. We were holding down tents, and vendors were packing their stuff up. That's okay too. The concert was great. We don't want to show solely on vendors for this show. Also, there is other stuff happening and they are scheduled to go to other places. So, we got shifted from October 3rd from the indoor to the outdoor arena.

Cody de Golyer mentioned the Lyon County Fair interfering with their vendors.

- Made comments regarding vendors having an issue coming for only a 1-day show.
- Made comments regarding having phenomenal food vendors for this event.

Board Member Bernardo inquired if it would be the same food and craft vendors from their previous event.

Kristina de Golyer confirmed.

- Made comments regarding returning vendors.

Board Member Bhakta inquired on advertisement ideas for outside the 60-mile radius of Fallon. Will survey information be collected?

Cody de Golyer stated that it is hard to collect information. In order to get people excited about what they are doing you have to give them something. People don't usually do things for free. You have to put something out there. Win this, if you fill out this survey card, or whatever the case may be. The rodeoticket.com tracks where all the ticket sales online go. Where they all come from. It has heat-censored maps that break it all down for us. It tells us which directions they are coming from. As far as advertising, we use social media and radio stations. We don't run on any local radio platforms. Basically, people that are in Fallon, for the most part, know what is going on through Fallon 411. So basically, we advertise on that, for the local folks. Outside of this area, is the other Facebook groups. You could put the most beautiful post in the whole-wide world out there and only get 2 likes. You have no idea and there is no way to really gauge that, until the day of, to see how many people come. We have tried the survey booths. Again, unless you are giving something out, they aren't wanting to do it for free.

Kristina de Golyer stated that she does get baskets from the City, which helps. June was hard with the wind. Our answer to that was to take those booths down, so we don't have tents flying everywhere. We did not do survey cards for that show. It was all about just getting

through it. We will have something set up for this show to help keep track. One thing we have learned about these surveys is no one cares what they write. They are a hot mess when I get them back. They are in it to win the basket. I can't even read what they write on the card.

Cody de Golyer stated that he thinks the proof is in the pudding. The crowd is there. The people are there. I hope one day that there is a better way to do that. I don't know if that will ever happen to us because we will never have a committee, it will always just be us. We can figure it out. Once you have a committee bad things can happen really quickly. We will gather the information that we can, the best way we can. Hopefully, that works for everyone that needs it.

Kristina de Golyer stated that she sent a quote for street signs. We also take our big trucks that we have and build frames with big 8x8 signs. You probably see them around town. Those are already being made and will be here on Friday. The street signs will be done tomorrow. It is all going out. Whether they are from out-of-town, or ours, we are happy to have them.

Cody de Golyer stated that there is a lot of out-of-town traffic flowing through Fallon.

Kristina de Golyer stated that they get people passing through Schurz Hwy that wonder what is going on.

- Made comments regarding the June show being hot and hard for a 2-day event.

Cody de Golyer stated that they might be moving the Bull Bash back to a 1-day event.

- Made comments regarding the Bull Bash having a lot to offer for one price.
- Made comments regarding this show giving the people the same experience but not lasting as long.
- Made comments regarding giving them a great experience where they want to stay and return the next year.
- Made comments regarding the complications of a 2-day event.
- Made comments regarding the concert being a success but wanting to see those numbers the same as the rodeo.

Kristina de Golyer stated that the Friday night concert comes with a lot of expense. I know our town is stepping up and supports it, but it is still not paid for by the end. People showing up to the Bull Bash is what cleans up Friday night. We are trying to keep things affordable. We don't mind putting our money and time into it, but we are just trying to merge it to where it works.

Director Moon stated that she appreciates them doing things that might attract people. So, we will be watching this time, with this format. So, as you move forward, what I would ask, because the Tourism Board is made up of room tax. As you move forward, it is important to think about how you can get people to stay in the hotels. That is what funds this. So, one of the questions about that 60-mile radius is that, as you move forward with your marketing plan as well, bringing people to town would be that goal. You know, we want to make sure our folks here enjoy everything that we put on, absolutely, that is lifestyle for our community, and it is important to all of us. However, we need to also continue, making sure that people come in from out-of-town, to stay at our hotels. Thank you, guys and good luck with this new format.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by de Golyer Bucking Horse & Bull Bash for the 2026 de Golyer's Beauty & the Beast Rough Stock Rodeo Concert in the amount of \$10,000; seconded by Board Member Bhakta and approved with a 3-0 vote by the Board.

Consideration of a grant application by the Lahontan Auto Racing Association dba Rattle Snake Raceway for Season Promotions 2026.

Director Moon stated that it is Rattle Snake Raceway's focus to continually attract awareness and participation in the sport of Oval Track Racing. Grant funding will help Rattle Snake Raceway augment spectators and contestant participation by advertising outside of Fallon and Nevada. Up to 6,500 people are expected to attend the races in Fallon as this is the location of the premier 1/4-mile-high banked Oval in Nevada. In the past it was estimated that 12% of visitors from outside a 60-mile radius attended two-day events and stayed overnight in a Fallon hotel/motel. There are eight two-night events in 2026.

Chris Lumsden greeted the Board. We have been trying to make lots of improvements up there. We are adding bleachers. Our fireworks show this year, for the City, on the 4th of July, I don't know if you attended, but it was one of the best shows ever. The track has changed over the last year or so. The people running it have changed. We have changed management. Just recently, we have changed our Director of Competition. We are trying to reach out to the drivers because it seems like the racing community is getting smaller and smaller. So, we are having to bring in drivers from further and further away. So, all of the tracks in northern Nevada and Tonopah have set our dates differently, or we have tried to. Elko runs when we do, but that is a pretty good distance away. It is kind of the same old grind, and we are trying to improve it. We tore down our old bathrooms in the pits and put up new ones. We're just trying to beautify the place a little bit. We are trying to get our grass back to life. I stepped away from operating the track for about 4 or 5 years. I am back up there for a while. I am kind of like a grumpy old man with how we can beautify things up there.

Chairwoman Frost stated that she appreciates Chris's dedication. My brother-in-law and nephew were involved in racing in Kalispell. They bull-dozed their track and built a beautiful baseball stadium, but it is sad to see some of these tracks going out-of-business. So, thank you for your dedication and continued efforts.

Chris Lumsden expressed his appreciation. Susanville shut down for a year. They finally hired someone to come in to run their races, just so they would have races. It is kind of a tough deal and a lot of work. Insurance has gotten outrageous. It costs us almost \$2,000 a night.

Board Member Bernardo inquired about the plan to increase the visitors from the estimated 12% besides the beautification.

Chris Lumsden stated that he believes there has already been an increase. Just by having more out-of-town drivers and spectators. Last year, on an average night out there, we probably had 300-400 people. I think we have been averaging about 500 people a night. Our prices are cheap compared to the other places. Our entry fee is \$40 for a driver and a car. \$12 is what we charge for people in the stands. Military and Seniors get a discount. We have kept our prices down, where some of these other places have raised them. On 4th of July, I think we had 103 cars up there. Which is phenomenal.

Board Member Bernardo inquired on the ticket prices remaining low. Do you think that has helped with the growth of spectators?

Chris Lumsden agreed. It costs a lot to go anywhere, especially if you have a family. \$10 a person can be a lot of money and then you spend \$10 on a soda or something else, it adds up. So, we have tried to keep our prices down. I think our concessions barely make a profit, but we want people to come back.

Board Member Bhakta inquired about the track's ability to accommodate visitors.

Chris Lumsden agreed. A lot of these tracks don't have modern bathrooms and stuff, they use outhouses. They don't have grass for you to sit in. They don't have a tailgating parking area. We have accommodated all of that stuff to make the visitors, drivers, and families happy. We have bathrooms that flush everywhere. We did bring back go-cart racing, for the kids. We quit doing it for 4 or 5 years because it was such a headache, but we had someone step up to do it. There are probably 30 go-carts that race up there. Which to me is important, because these are our future drivers of the track.

Board Member Bernardo inquired about the event number and how they are keeping track of the growth and attendance.

Chris Lumsden stated that he looks at the car count. I know where most of the drivers come from. Plus, when they sign in, they put their addresses down. I would say that we probably average 10-20 drivers that stay in motels, at big events, maybe more. Nobody really goes home after the 1st night, especially these guys that are coming from Susanville, Quincy, Elko, and Battle Mountain. They don't go back home. We get done at midnight 1:00 a.m. All the other tracks are starting to do it now too. Lovelock, Winnemucca, Battle Mountain, and Elko all run 2-day events. The same as what we are doing because of their tourism boards. We started it about 10 years ago and has worked out pretty well.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bhakta motioned to approve the application by the Lahontan Auto Racing Association dba Rattle Snake Raceway for Season Promotions 2026 in the amount of \$15,000; seconded by Board Member Bernardo and approved with a 3-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon gave an update regarding Visit Fallon receiving a grant from Nevada Commission on Tourism for fiscal year 2027.

- Reported that the Middle of Everywhere campaign would continue and are incorporating some of the outdoor events.

City Clerk Treasurer Michael O'Neill provided the Room Tax Report.

- Made comments regarding June being a good month in comparison to what has been collected over the past 4 years.
- Made comments regarding occupancy verses room tax.

- Made comments regarding everything costing more and liking to see the occupancy rate getting bigger.
- Made comments regarding Board Members Bernardo and Bhakta mentioning having a good month.

Chairwoman Frost inquired if there were any further reports.

No further reports were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 4:06 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

MINUTES
CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY
55 West Williams Avenue
Fallon, Nevada
August 27, 2026

The City of Fallon Convention and Tourism Authority met in a special meeting on the above date in the Council Chambers, 55 West Williams Avenue, Fallon, Nevada.

Present:

Chairwoman Kelly Frost
Board Member Ezra Bernardo
Director of Tourism Jane Moon
Deputy City Clerk Elsie Lee

The meeting was called to order by Chairwoman Frost at 3:00 p.m.

Chairwoman Frost led the Pledge of Allegiance.

Chairwoman Frost inquired if the agenda had been posted in compliance with NRS requirements.

Deputy City Clerk Elsie Lee advised that the agenda was posted in compliance with NRS requirements.

Chairwoman Kelly Frost stated that Board Member Bhakta was unavailable for this meeting.

Public Comments

Chairwoman Frost inquired if there were any public comments. She noted that comments are to be general in nature, not relative to any agenda items. No action may be taken on a matter raised under this item until the matter has been specifically included on an agenda as an item upon which action will be taken.

Chairwoman Frost stated that she would like to remind potential grant recipients that, if they receive grant funding, they are asked to include America 250 in their advertising and acknowledge it during their events.

No public comments were noted.

Consideration of a grant application by the Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event.

Director Moon stated that the Fallon Jr. Rodeo group endeavors to continue the annual Labor Day Junior Rodeo for youth from across the West to showcase their skills in equestrian events. They seek to promote and encourage the agricultural and ranching lifestyle that is necessary for a thriving community. They recognize that the kids who participate in these

events choose to live a difficult lifestyle that is 365 days a year with no off-season. The Fallon Jr. Rodeo wishes to give the youth the best junior rodeo in the state to compete against each other. The group's long-term goal is to promote the cowboy lifestyle for years to come and give these youth a venue to showcase their skills. It is estimated that 200-300 participants and their families will attend this (3) day event, with 150 people being from outside a 60-mile radius; generating 150 hotel/motel room overnight stays and multiple visits to local restaurants, gas stations and stores.

Matthew Kent and Chloe Kent greeted the Board.

- Made comments about them taking over the Junior Rodeo.
- Made comments regarding it being the 57th year of the Fallon Junior Rodeo.
- Made comments regarding kids coming from California, Idaho, Southern Nevada, and Utah to participate.
- Made comments regarding having 150 people already signed up for the event.
- Made comments regarding the Team Roping event.
- Made comments regarding Chloe being the Jr. High World Champion, this year, for goat tying.

Chloe Kent stated that she has been competing since a young age.

- Made comments regarding being the 1st Jr. High student to become the World Champion for goat tying in Nevada.

Matthew Kent stated that they have several people participating in their rodeo.

- Made comments regarding having booths set up for safety purposes.
- Made comments regarding incorporating America 250 into their buckles and awards.

Board Member Bernardo inquired about how many total events they anticipate for this rodeo.

Matthew Kent stated there are several events being put on by the Pee-Wee division.

Chloe Kent stated that there are several events being put on by the older divisions.

Board Member Bernardo inquired about how they are keeping track of ticket sales.

Matthew Kent stated that it is free for the public. There are no ticket sales. Previous years, what we have done, is have a counter at the gate to get an idea. They have technology in the arena that gives a good idea of the addresses of the people attending. We will have a better idea this year of where people come from. Last year, we had about 300-400 people in the stands.

- Made comments regarding it being a 2-day rodeo.
- Made comments that they are expecting around the same number of people in attendance and that all their RV spaces are reserved at the Fairgrounds.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by the Fallon Junior Rodeo for the 2026 Fallon Junior Rodeo, event in the amount of \$3,000; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour.

Director Moon stated that the short-term objective of the No Hill Hundred Century Bike Tour is to provide an annual opportunity for regional cyclists to participate in a relaxed and enjoyable cycling event; while the long-term goal is to establish the Fallon area as a bike friendly community and to promote and encourage physical and recreational activity in the region. The goal is to attract 150-200 cyclists of which 75% (112- 150) are expected to come from outside a 60-mile radius from Fallon, targeting 62 hotel/motel room nights.

Lana Chenoweth greeted the Board.

- Made comments regarding joining the Arts Council event, Ales for Art, in hopes of bringing in more participants the night before.
- Made comments regarding also having a scarecrow factory during the event.
- Made comments regarding combining events to get more community involvement.

Chairwoman Frost stated that she thinks it is great that they are teaming up. People that come for the bike tour can also see our beautiful Arts Center and enjoy the rest of the community, and that is great. Are there any further comments from the Board or the public?

No further comments were noted.

Board Member Bernardo motioned to approve the application by the Churchill County Parks & Recreation for the 2026 No Hill Hundred Century Bike Tour. in the amount of \$2,000; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Consideration of a grant application by Busted-Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event).

Director Moon stated that Busted-Up Productions LLC is endeavoring to produce the highest level PRCA event by bringing top quality stock and riders from all over the country to Fallon; making the event a top-tier spectator event for the community and surrounding areas. Approximately 3,000-3,500 people are expected to attend this event. It is estimated that 1,500-1,700 people will come to Fallon from outside a 60-mile radius, bringing 660 room rentals total for the week. This event will be broadcast by the Cowboy Channel, the Cowgirl Channel, and the Reno Media Group.

Chad Denton greeted the Board.

- Made comments regarding having a 2-day bull riding school, prior to the event with kids coming from California, Nevada, and Oregon.
- Made comments regarding the fact that some of the young riders from the school get to ride at the event.
- Made comments regarding selling out last year.
- Made comments about also hosting an event in Reno at the end of October and potentially bringing a larger crew from that event to this one.
- Made comments regarding having the same production crew as the previous year.
- Made comments regarding running three rodeos a year.

Chairwoman Frost stated that she has attended nearly all of Chad's events at the Rafter 3C and that the venue always seems to be packed. She also expressed support for incorporating the school for the riders, as was done last year. She noted that the fireworks are scheduled to take place earlier that evening, prior to the event, and asked whether this would affect the stock.

Chad Denton stated that they might be startled for a second, but they are used to it because of the 4th of July events.

Board Member Bernardo inquired about how many kids he was expecting at the school.

Chad Denton stated that he would expect about 20 kids. We try to keep the number low enough to allow them one-on-one time with the coaches.

Board Member Bernardo inquired about the number of coaches at the school.

Chad Denton said they had 3 last year and should be about the same this year. We haven't put that all together yet. We lost one that was living here because he moved away. We will get someone else to take his place if he doesn't come.

Board Member Bernardo inquired if he would be running things similar to the way he did last year. Do you anticipate selling out again this year?

Chad Denton stated that he hopes so. I think the way we have been pushing the media, and running is working pretty well. We have a great team of people around here.

Chairwoman Frost inquired if there was a concert after the rodeo.

Chad Denton stated that they do but couldn't remember their name.

Chairwoman Frost asked if there were any further comments from the Board or the public.

No further comments were noted.

Board Member Bernardo motioned to approve the application by Busted-Up Productions, LLC for the 2026 Top Gun Invitational (rodeo event) in the amount of \$10,000; seconded by Chairwoman Frost and approved with a 2-0 vote by the Board.

Public Comments

Chairwoman Frost inquired if there were any further public comments.

No public comments were noted.

Board and Staff Reports

Director Moon thanked everyone for their hard work.

- Made comments regarding showcasing harvest season events and preparing for the holiday season.

Chairwoman Frost inquired if there were any further reports.

No further reports were noted.

Adjournment

There being no further business of the Fallon Convention and Tourism Authority, Chairwoman Frost adjourned the meeting at 3:20 p.m.

Chairwoman Kelly Frost

Attest: _____
Michael O'Neill, Deputy City Clerk

DRAFT



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: 10/26/26
 AGENDA DATE: 11/03/26
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by DKC, LLC for the 2027 Great Basin Bull Sale. **(For possible action.)**

- Grant amount requested by applicant: \$15,000
- Grant amount recommended by staff: \$15,000

TYPE OF ACTION REQUESTED:

☒ Formal Action/Motion ☐ Discussion Only	☐ Progress Report ☐ Other
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POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$15,000 to DKC, LLC for the 2027 Great Basin Bull Sale, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: This project has merged two previous bull sales under one brand to promote the sale of high-quality Breeding stock to ranchers throughout the intermountain west. Their objective is to grow this sale into one of the largest consignment bull sales in the western United States. DKC, LLC hopes to turn the Great Basin Bull Sale into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become an economic draw for The City of Fallon and Churchill County as well. It is expected that about 1,100 will attend this event. An estimate of 850 to 1,000 people will come to Fallon from outside a 60-mile radius, bringing 500 total room rentals for the duration of the event.

DATE(s) of EVENT: 02/13/27

FISCAL IMPACT: \$15,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) DKC LLC
 Chief Executive Officer: Charlie Hone
 Mailing address 490 Mottsville Lane
 City Gardner State NV Zip 89460
 Phone Number: 775-691-1838 Email: greatbasinbullsale@gmail.com
2. How long organized (or in business) 5 years Tax I.D. # 38-4228774
3. Purpose of Organization Conducting the Great Basin Bull Sale
4. Total Annual Budget \$ \$192,730.00
5. Project Director Charlie Hone Phone Number: 775-691-1838
 Mailing address: 490 Mottsville Lane
 City Gardnerville State NV Zip 89460 Email: honeranch@gmail.com
6. **Project Title Great Basin Bull Sale**
7. **Actual Date of Event 2/13/2027**
8. Location of project Rafter 3C Events Center
9. Funds requested from FCTA: \$ 15,000.00
10. Total cost of project: \$ 170,000
11. Will the Convention Center be used? no When?
12. Summarize the objectives of the project: This project merged two previous sales under one brand to promote the sale of high- quality breeding stock to ranchers throughout the inter-mountain west. Our objective is to grow this event into one of the largest consignment bull sales in the western United States. We are hoping to turn this into the kind of mid-winter event that will not only promote Nevada's livestock industry and western culture but become a draw for the city of Fallon and Churchill County as well.

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

Labor: \$5,625.00
 Meals (Pre-sale social, sale day lunch): \$10,600.00
 Advertising including sales brochure: \$39,581.00
 Sale Management (M3 Marketing): \$87,000.00
 Promotional Items (hats, gloves etc...): \$3,000
 Awards: \$1,000.00
 Postage \$1,500.00
 Sifter/Grader expenses:\$1,000.00
 Bull feeding: \$9,495.00
 Auctioneer: \$12,357.00
 Sale Veterinarian: \$1,000.00
 Miscellaneous: \$1,000.00
 Donation Nevada Cattlemen's Association: \$12,500.00
 Rental of the Rafter 3C Arena grounds: \$6,500
 Insurance: \$570

PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

Entry Fee Income: \$37,453.00
 Sale Catalog Ads: \$11,500.00
Fallon Convention/Tourism Grant: \$15,000.00
 GBBS Sales Commission: \$75,000.00 (estimated)

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

Should the project meet requirements to qualify for the grant, those monies will be used to offset the advertising and other promotional costs associated with the sale.

- * Dec/Jan/Feb/ editions of the Progressive Rancher
- * Dec/Jan/Feb/ editions of the Sage Signals
- * Dec/Jan/Feb/ editions of the California Cattlemen
- *Dec/Jan/Feb Western Livestock Journal, (both e-mail and Print)
- *January Angus Beef Bulletin
- *Jan/Feb/ Nevada Rancher
- * Sale Brochure mailed to all consignors, and thousands of potential buyers.

16. Please define the long- and short-term goals of this project:

Although this will be our fifth year, this sale has become one of the highest regarded bull sales in the region. We have consistently drawn buyers from Nevada and the surrounding states due to the reputation of providing the highest quality breeding stock from various consigning purebred programs. Last year we had 261 bulls from 33 different consignor's drawing bulls from multiple states, including as far east as Tennessee. Our short-term goal is to provide a high-quality sale for both consignors and buyers. Our long-term goal is to turn this into one of the largest multi-breeds bull sales in the western United States rivaling the Red Bluff and Midland Bull Test sales in California and Montana respectively. A vision to make this a multi-day event celebrating western culture right here in Fallon.

17. Please estimate the total attendance you expect at your event and list your target market areas:

We expect 1000 or more people to attend the bull sale and pre-sale mixer, including consignors and their families, many of whom are from out of state. The concert venue night prior to the sale may bring upwards of another 1,000 people to the Arena. The NCA Board of Directors meeting which draws around 100 attendees will also occur on site during the event.

18. Local economic impact (complete the following as it pertains to your project):

- (a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

Generally past bull sales have drawn 1,000 or more out of area visitors to Fallon.

- (b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Our room night expectations would be around 500.

- (c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

The publications we advertise with will reach between 150,000 and 200,000 people.

- (d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

While it is impossible to encounter every person attending this event 850 to 1,000 wouldn't be unreasonable.

(e) How many locals will attend your event?

We are soliciting as much local involvement as possible. The local FFA chapter will be helping with the sale with a 500.00 scholarship being provided to them. Local catering will be used for meals and nearly all our promotional materials were locally sourced. 850 to 1,000 people would be our expectation.

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

Economic data provided to our organization by Churchill County staff indicated an economic benefit to the community outside of our event including visitor expenditures for lodging, food, fuel, entertainment, supplies, personal necessities, and “sundries” of approximately \$600,000.

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

The Great Basin Bull Sale will begin advertising in November through February in various trade publications. Stories and articles about the sale will also be featured in the Sage signals and Progressive Rancher which are distributed to all Nevada Cattlemen’s Association members. Publicity includes follow up sale reports and summaries are also published in various trade and breed association publications. Live Auctions is our sale video streaming and auction organization before and during sale day.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

The Great Basin Bull Sale will survey attendees at the sale and other events. Information will also be obtained from consignors at check in and from buyers at check out. This will be used to supplement information gathered during the event.

Signature of Applicant/Grantee



Date

10-22-26

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: 10/26/2026
 AGENDA DATE: 11/03/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Consideration of a grant application by Fallon High School Rodeo for the 2027 Fallon High School Rodeo event. **(For possible action.)**

- Grant amount requested by applicant: \$10,000
- Grant amount recommended by staff: \$10,000

TYPE OF ACTION REQUESTED:

X Formal Action/Motion	Progress Report
Discussion Only	Other

POSSIBLE BOARD ACTION: Motion to approve a grant in the amount of \$10,000 to Fallon High School Rodeo for the 2027 Fallon High School Rodeo, subject to availability of funds, CFCTA policy, and standard grant terms and agreements.

DISCUSSION: Each high school rodeo club in Nevada hosts a Jr. High and High School Rodeo each year. Fallon has consistently hosted annually. The kids in the club are responsible for obtaining sponsors, organizing and producing the event. The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2027 and to continue to produce a highly attended family event for the membership and our community.

It is expected that 200 contestants and their family and friends will come to town for this event. In previous years, the reported number of attendees was over 1,800; over 1,200 were from out-of-town. This year, the group expects 200 total hotel/motel room nights with 75 visitors staying 2-3 nights.

DATE(s) OF EVENT: April 16-18, 2027

FISCAL IMPACT: \$10,000

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon

CITY OF FALLON - CONVENTION & TOURISM AUTHORITY

APPLICATION FOR GRANT (OR MATCHING GRANT) FUNDS

1. Name of Organization (or Company) **Fallon High School Rodeo Club**
 Chief Executive Officer: **Nora Hunt-Lee**
 Mailing address **4425 Casey Rd**
 City **Fallon** State **Nv** Zip **89406**
 Phone Number: **5597795856** Email: **huntnorie@gmail.com**
2. How long organized (or in business) **50 + Years** Tax I.D. # **45-1582266**
3. Purpose of Organization **To promote success in and out of the arena; to uphold the highest level of conduct, education, sportsmanship, and personal development among its membership.**
4. Total Annual Budget \$ **50,000**
5. Project Director **Nora Hunt-Lee** Phone Number: **5597795856**
 Mailing address: **4425 Casey Rd**
 City **Fallon** State **NV** Zip **89406** Email: **huntnorie@gmail.com**
6. **Project Title Fallon High Scholl Rodeo**
7. **Actual Date of Event April 16-18, 2027**
8. Location of project **3 C Event Center**
9. Funds requested from FCTA: \$ **10,000**
10. Total cost of project: \$ **37,000**
11. Will the Convention Center be used? **No** When?
12. Summarize the objectives of this project:
 Each year many high school rodeo clubs in the state of Nevada host a Jr. High and High School Rodeo in their community. Fallon has hosted a rodeo for many years and would like to continue to do so in 2027. The kids in the club are responsible for obtaining sponsors, and organizing and producing the event.

PROJECT BUDGET

13. EXPENSES: Please itemize all expenses including items on which grant monies will be expended.

The expenses for the rodeo include but are not limited to:

Rental of the 3 C Event Center, garbage, stock contractor, feed for the stock prizes and payout for contestants, advertising and promotion costs and general production expenses.

PROJECT BUDGET

14. REVENUE: Please itemize all revenue including requested grant monies.

Each club member is responsible for obtaining a minimum of \$650 in sponsorships and or advertising money. This year the club has 20 members.

PROJECT BUDGET

15. GRANT EXPENDITURES: Please list all items for which grant monies will be expended.

The expenses for the rodeo include but are not limited to:

Rental of the 3 C Event Center, garbage, stock contractor, feed for the stock prizes and payout for contestants, advertising and promotion costs and general production expenses.

16. Please define the long- and short-term goals of this project:

The goal for this project is to host a Jr. High and High School Rodeo in the Spring of 2027 and continue to produce a highly attended family event for the membership and our community.

17. Please estimate the total attendance you expect at your event and list your target market areas:

200 contestants and their family and friends. AI reports were not given to the club this year.

18. Local economic impact (complete the following as it pertains to your project):

(a) How many visitors, from outside a 60-mile radius, do you expect to draw to Fallon as a result of this project?

We expect 200 contestants and their family and friends. In the past the AI reports have indicated there were 1800 visitors, 1200 from out of town.

(b) How many total room nights do you expect out-of-area visitors will generate as a result of this project: (Number of visitors who stay in a motel) x (number of nights they stay in a motel)?

Approximately 75 visitors x 2-3 nights = approximately 200 rooms.

(c) Approximately how many people outside of Fallon (both in-state and out-of-state) will be exposed to the promotion of this project?

700 active members/families/friends and a limitless number who are engaged with social media.

(d) Approximately how many people from outside a 60-mile radius visited Fallon as a result of a similar project last year?

1200 out of town visitors were reported 2 years ago.

(e) How many locals will attend your event?

250 locals,

(f) What is the overall economic impact of this project: (Number of visitors x amount each visitor will spend in town—excluding what is spent at your event)?

700 x \$400 (3 days) = \$280,000 minimum

19. Please provide creative ideas, plans or tentative outlines for advertising, promotions, marketing, and publicity and any proposed media schedules:

Fallon Post, banners, programs, website, social media, county marque and electronic mail outs.

20. Please describe how you intend to survey your attendees and gather information about room nights, economic impact, media source for attendees finding out about the event, length of stay, hometown, etc.:

We will use a survey to gather information regarding economic impact during contestant check in.

Signature of Applicant/Grantee

Date

Miller

10/26/24

For further information or applications contact:
Jane Moon, Director of Tourism & Special Events at the City of Fallon
at 775-428-1383 or JMoon@FallonNevada.gov.



CITY OF FALLON – CONVENTION AND TOURISM AUTHORITY REQUEST FOR BOARD ACTION

DATE SUBMITTED: 10/26/2026
 AGENDA DATE: 11/03/2026
 TO: CFCTA Board Members
 FROM: Jane Moon, Director of Tourism & Special Events
 AGENDA ITEM TITLE: Board & Staff Reports

TYPE OF ACTION REQUESTED:

Formal Action/Motion	Progress Report
X Discussion Only	Other

POSSIBLE BOARD ACTION: n/a

DISCUSSION: Board & Staff Reports

- Including 2027 CFCTA Regular Meeting Schedule:

January 19, 2027
 April 20, 2027
 July 20, 2027
 October 19, 2027

FISCAL IMPACT: n/a

FUNDING SOURCE: City of Fallon Tourism

PREPARED BY: Jane Moon

TO BE PRESENTED TO BOARD BY: Jane Moon